

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.
34th to 35th St.

Serges—"Macy Sale"

1st Fl.

Serge has no particular season, because it does duty every season. It's an all-the-year-round weave—worn Spring, Summer, Fall and Winter—welcome always. That's why staple and standard qualities and colors at much under their value are rarely met with. This offering is a record maker.

All-wool Serges—Made To Sell at \$1.25, \$1.50 & \$1.75 at **98c**

The display includes imported Imperial Serges, Storm Serges and other Fancy-striped Serges in black, navy and the latest colorings—52 and 54 inches wide.

65c Mohair Brilliantines at 49c.

Navy and Black Mohair Brilliantines, 54 inches wide, exquisitely finished. Sold elsewhere as a bargain at 65c.; our price 49c.

69c Corset Cover Embroideries at 38c

Dainty Corset Cover Embroideries, 17 inches wide, Madeira, English eyelet and delicate blindwork designs—foundation material nainsook and muslin—imported to sell up to 69c.; special at 38c.

\$10.50 Embroidered Muslin Robes \$7.94

Embroidered White Muslin Robes—skirt finished with 17-inch embroidery flounce—showy English eyelet pattern—and four wide bands of inserting. Ample material and trimming for waist; value \$10.50; special \$7.94.

16,000 Irish Handkerchiefs At Sensationally Low Prices

1st Fl.

The first lot we tell you of numbers six hundred dozen Women's Handkerchiefs from a Belfast manufacturer—Hemstitched Linen and Irish Shamrock Linen Lawn. They are technically called "seconds"—insignificant blemishes almost imperceptible and not important enough to be called defects.

Worth Up To 25c; Choice at 6c

The next lot contains two hundred dozen Women's Pure Irish Linen Hemstitched Handkerchiefs—six, seven, eight and nine inch centres.

Some of these are the finest Linen Handkerchiefs that come out of Belfast—sheer and beautiful—and were it not that there is a thick thread or a dropped thread here and there, we'd sell many of them at 49c.

Worth Up To 50c; Choice at 12c

Also a limited quantity of Imported Hand-embroidered Linen Squares—six to nine inches; special at 9c.

49c Embroidered Handkerchiefs at 24c

Our best 49c. Women's Embroidered Irish Linen Handkerchiefs. The pattern is pretty—but we are going to drop it. Therefore the price is reduced one-half.

Be sure to see our Hand-embroidered Handkerchiefs from the Madeira Islands. The largest assortment and lowest prices in America.

Men's 35c Handkerchiefs at 12c—"Seconds"

Five hundred dozen of these. Men's Pure Linen Hemstitched Handkerchiefs—different widths of hems—made to sell up to 35c. The factory's expert examiner discovered the trifling flaws that would escape less practiced eyes. Choice at 12c each.

SPECIALS FOR TUESDAY

Floor Brooms, four-sewed, good quality corn, regularly 30c; special at 24c.

Bamboo Tabourets, 18 in. high, top covered with matting, regularly 60c; special Tuesday at 43c.

Satin Damask Napkins, splendid assortment of patterns; size 19½ x 19½ inches, sold elsewhere at \$2.00 a dozen; special at six for \$7.4c.

Women's Pure Linen Handkerchiefs, full size, fully laundered; one-eighth and one-quarter inch hems; our regular price 40c the half dozen; special Tuesday at six for \$7.4c.

Men's Imported Pure Irish Linen Handkerchiefs, with one-eighth, one-quarter, half-inch and one-inch hems, value 25c each; special Tuesday at 18c.

Black Meteor Crepe, 23 inches wide, value \$1.00 a yard; special Tuesday at 69c.

Black Peau de Soie, 35 inches wide, value \$1.10 a yard; special Tuesday at 89c.

Children's Dresses, made of white lawn, prettily trimmed with lace and embroidery; sizes 4 to 14 years; values ranging up to \$1.85; special Tuesday at 69c.

Women's Tailored Suits, made of repp in various colors; long coat, gored skirt; regularly \$7.74; special Tuesday at \$3.96.

Opaque Window Shades, 36 in. wide, 2 yards long, mounted on good rollers, all the wanted colors; regularly 42c; special Tuesday at 29c.

Holland Window Shades in white, ecru or dark green, mounted on good rollers, 36 in. wide, 2 yards long; regularly 42c; special Tuesday at 29c.

Repp Tapestries, large assortment of colors, 50 in. wide, several colorings; regularly 90c a yard; special Tuesday at 30c.

Renaissance Lace Door Panels, 36x54 in., with large medallion lace centre piece, mounted on heavy cable net; regularly \$1.65; special Tuesday at 99c.

Hand-Embroidered Linens

Hand-embroidered Doilies, Scarfs and Centrepieces—manufactured to our order in Belfast. Round Thread Irish linen, embroidered by hand, our own exclusive designs. We believe the same qualities will cost you fully one half more in other stores than our prices.

Round Doilies. 5 in., 10c; 7 in., 12c; 9 in., 14c; 12 in., 24c; 15 in., 33c.
Oval Doilies. 6x12 in., 18c; 10x14 in., 28c; 12x16 in., 30c; 16x24 in., 60c; 18x27 in., 80c.
Centrepieces. 18 in., 30c; 24 in., 50c; 30 in., \$1.20; 36 in., \$1.48; 42 in., \$1.50; 48 in., \$1.80.**Scarfs.** 18x27 in., 94c; 24x36 in., \$1.10; 30x42 in., \$1.30; 36x48 in., \$1.50; 42x54 in., \$1.80; 48x72 in., \$1.80.

Austrian Drawn-Work Linens

We import this line direct from a leading Austrian manufacturer and sell various pieces at about a third less than others ask for same quality.

They are hemstitched with three rows of drawn-work inside the hemstitching.

Cloths. 45x45 in., 74c; value \$1.00; 45x54 in., 98c; value \$1.25; 72x72 in., \$1.48; value \$2.00.
Centrepieces. 30x30 inches, 47c; value 90c.

Hemstitched Satin Table Cloths

These are Linens that the most fastidious housewife may well be proud to own. The prices are so low because there are no napkins to match the cloths.

64x64 inches, \$1.49; value \$1.75; 64x82 inches, \$1.89; value \$2.50; 64x100 inches, \$2.39; value \$3.00.

Towels.—German Huckaback, heavy quality, soft-finished, absolutely pure linen; size 20x30 inches; sold regularly at \$3.50 a dozen; special \$2.76 dozen, or 23c each.

\$1.89 Gowns at \$1.49

Gowns, made of soft nainsook, low round neck, trimmed with dainty embroidery and lace inserting, finished with beading and lace edging; Camille sleeves, trimmed to match yoke.

\$1.59 Combinations at 99c

Combination Corset Cover and Drawers, made of cross-bar lawn, trimmed with lace inserting and edging, hemstitched ruffle on drawers; another model has Cover trimmed with embroidery flouncing. Drawers trimmed with ruffle and lace edging.

\$2.49 Combinations at \$1.79

Combination Corset Cover and Drawers, made of striped lawn or of sheer nainsook; one model is trimmed with embroidery; the other with embroidery medallion and lace inserting.

\$3.96 Combinations at \$2.49

Combination Corset Cover and Drawers, made of lawn, embroidery flouncing in eyelet or blind patterns; also trimmed with embroidery beading and ribbon.

Our Mid-Summer Sale of Furniture and Related Lines—Including Housefurnishings, Pictures, China, Glass, Carpets, Rugs, Etc., Etc., Begins Monday Morning.

Women's Tailored Suits

First Showing of Fall Models

The new Fall suits are arriving. You may come to the store any day from now on and see all the early styles. Here are two very magnetic values. They should draw you to Macy's Monday.

Women's \$45.00 Suits at \$34.74

Made of imported wide wale diagonal cheviot—single-breasted coat, 45 inches long—full shawl collar faced with moire; new pleated skirt.

They come in black, navy, raisin, olive and taupe.

Women's \$50.00 Suits at \$39.74

Made of broadcloth—black, navy, olive and smoke are the colors. Coat 45 inches long, lined with Skinner's satin; fancy collar; full-pleated habit—back skirt.

They bear the unmistakable impress of simple elegance.

Closing Out the Summer Suits

\$5.74 were up to \$10.49—Women's Princess Dresses, made of repp and ramie; yokes and collars of lace and sheer lawn; open-front full skirt. White, natural linen and all proper colors.

\$8.74 were up to \$19.74—Women's Tailored Suits, newest models made of linen and repp; white, natural and all the summer tints. There are just eighty-five of these Suits.

Misses' Tub Dresses, made of imported lawn, trimmed with embroidery—Dutch neck—pink, light blue and helio—value \$6.00; special at \$3.74.

Women's White Lace Coats Reduced

Medium Length and Long Coats—French, Irish, Renaissance and Point Venise—semi-fitted and loose models—also Empire effects. All have long sleeves.

\$3.49 for Coats we sold at \$7.49 \$5.74 for Coats we sold at \$14.74 \$9.74 for Coats we sold at \$24.74

Do you want a Linen Coat? We sold these at \$7.94; choice now \$4.96—three-quarter length, semi-fitted model—well tailored.

Wash Ribbons Reduced

1st Fl.

All-silk Checked Wash Ribbons, white, pink and blue

No. 1—One-eighth inch wide, pc. of 10 yds.; regularly 15c.; special 12c.
No. 1½—One-quarter in. wide, pc. of 10 yds.; regularly 22c.; special 16c.
No. 2—One-half inch wide, pc. of 10 yds.; regularly 29c.; special 22c.
No. 3—Five-eighths inch wide, pc. of 10 yds.; regularly 39c.; special 32c.
No. 5—One inch wide, piece of 10 yards; regularly 59c.; special 42c.

19c for 29c. All-silk Messaline Ribbon, 6 inches wide—white, black and colors.
44c for 79c. Best Liberty Satin Ribbons, 7½ inches wide, pink blue, white, black.

Nairn's Linoleums 48c Val. 74c; special Sq. yd.

Three thousand yards Nairn's Linoleums, four yards wide, perfect goods and fresh new tile effects; our regular price 74c. square yard; special 48c.

Inlaid Granite Linoleums

3d Fl.

These are in mottled green-and-white and blue-and-white; clean, cool colors; two yards wide; our regular price 84c. square yard; special 59c.

Carpets Reduced

3d Fl.

When we reduce handsome and serviceable Carpets this way there's small reason for any floor to be bare.

Tapestry Brussels Hall and Stair Carpets, best ten-year quality artistic patterns—one hundred and fifty to five hundred yards of each; our usual price 80c.; special at 69c.

Wool Velvet Hall and Stair Carpets—finest grade—firmly woven designs—not printed. Two-tone and Oriental effects. Two hundred to three thousand yards of each pattern; our usual price \$1.00; special at 89c.

94c. for our \$1.10 Axminster Carpets; melodies of colors in two tone and floral designs, with and without borders to match.

Boys' \$6.49 Blue Serge Suits \$4.96

These are Norfolk Suits made of always-popular blue serge—a pure worsted fabric having all the weave and color qualities required by six-to-twelve-year-old youngsters. Earlier in the season we sold these suits at \$6.49; now \$4.96.

Other Suits, made of worsteds, tweeds, cassimeres and chevrons, sold by us up to \$18.74; reduced now to \$7.49.

Boys' Reefers—\$2.97, \$3.96, \$4.96 and \$6.49

Light-weight Reefers made of tan covert cloth, worsteds and cassimeres in dark and light effects—with or without velvet collars—sizes 2½ to 10 years. Just right for cool mornings and evenings at the seashore or mountains.

\$3.24 Petticoats at \$2.49

Women's Petticoats, made of good quality taffeta in black, staple and evening shades; trimmed with tucks and clusters of shirring; percaline underlay.

\$2.49 Petticoats at \$1.79

Women's Petticoats, made of black Heatherbloom, with very deep flounce of heavy embroidery.

\$1.00 Night Gowns at 79c

Gowns, made of cross-bar lawn, Empire or low round neck effect, trimmed with embroidery or lace beading, finished with ribbon.

\$1.19 Night Gowns at 89c

Gowns, made of soft nainsook; low round neck; two models to select from; trimmed with tulle lace, with butterfly sleeves or finished with dainty embroidery and lawn band, wash ribbon.

\$1.39 Night Gowns at 99c

Night Gowns, made of cross-bar lawn, square and round neck with dainty sleeves of lace inserting or with puff sleeves, finished with beading and ribbon.

Underprice Basement Specials

White Lawn Waists, tucked front, trimmed with three rows of embroidery, pin-tucked collar, sleeves finished with lace edging, 40c.

White Batiste Waists, with deep V-shaped yoke, rows of lace inserting and pin tucks, long sleeves with three rows of lace inserting and edging, 60c.

Sheer White Lawn Waists, open front, with three rows of box-pleated lace inserting, several rows fine pin tucks, long sleeves, finished with lace edging and pin tucks, at 70c.

Women's Princess Jumper Dresses, Empire effect, made of linen in solid colors, waist braided on front and back, skirt finished with wide fold; buttons covered with self-material, value \$4.25; Special at \$1.06.

Women's and Misses' Dresses, made of fine quality lawn and linen in jumper and Princess models, trimmed with embroidery, lace inserting and edging, were \$1.19 to \$2.49; now at 70c to \$1.49.

Children's Dresses, made of gingham, lawn and percales; low and high neck models, neatly trimmed; were 60c to \$1.29; now 39c to 79c.

Girls' Sailor Suits, two-piece models, made of plain chambray, collar and cuffs trimmed with black and white cambric, neat shield and tie, full skirts; sizes 6 to 14 years, at 99c.

Misses' Ferris Waists, made of washable materials, pleated bust, shoulder straps; button front and laced back; sizes 21 to 24, 75c quality at 39c.

Women's Ferris Waists, made of white nainsook, button front, shoulder straps; laced back; sizes 20 to 28, at 20c.

Women's Swiss-ribbed Vests, low neck, sleeveless, trimmed with lace, ribbon or embroidery, fancy edging, in regular and extra sizes, 19c.

Women's Jersey Ribbed Pants, umbrella-shaped, trimmed with lace, regular and extra sizes, 19c.

Nainsook Corset Covers, three models to select from, low round neck, trimmed with embroidery inserting and lace edging, ribbon and beading, 39c.

Cross-bar and Cambric Corset Covers, two models, trimmed with embroidery and lace edging, ribbon drawn through, 49c.

Muslin Chemise, round neck, band of cambric, ruffled around neck and sleeves, 24c.

Cambric Chemise, yoke formed of three rows of embroidery, several rows of tucking; neck and sleeves trimmed with band of hemstitched ruffle, 39c.

Nainsook Night Gown, round low neck, cotton torchon inserting and lace edging, skirt trimmed with beading, sleeves finished with edging, 60c.

Women's Lawn Kimonos, floral lavender, scalloped edge; neck and sleeves trimmed with ribbon, at 39c.

Women's Ventilating Corsets, low bust, long hips, attached hose supporters at front and sides, at 40c.

Mercerized Damask Table Cloths size 65x81 inches, at 94c; size 65x90 inches, at \$1.19.

Mercerized Damask Napkins, hemmed ready for use: size 20x20 inches, each 9c; size 12x18 inches, each 7c.

Glass Toweling Remnants of crash and linen, 2 to 3 yard lengths, 17c to 72c.

White Huckaback Towels, hemmed, size 18x34 inches, at 8c.

Hemmed Huck Towels, with double red border, 17x32 inches, at 15c.

Union Huck Hemmed Towels, all white or with red borders, size 20x36 inches, at 12c.

Union Huck Hemmed Towels, extra large, red and white borders, at 11c.

Turkish Bath Towels, all white, with fringed ends, 16½ x 35 inches, at 8c.

Unbleached Turkish Bath Towels, 21x41 inches, 13c.

Turkish Towels, all white and with colored borders, 18c.

Friction Towels, 18x40 inches, red borders, special at 10c.

Children's and Infants' Dresses

3d Fl.

Nainsook Long Slips, with embroidery yoke, at 39c.

Children's Short Dresses, made of nainsook or lawn, trimmed with lace, embroidery or hemstitching; six styles to select from; sizes 6 months, 1 and 2 years, at 49c.

Children's Short Dresses, made of nainsook, hand-embroidered, feather-stitched, tucked and trimmed with embroidery inserting in four different styles; sizes 6 months, 1 and 2 years, at 69c.

Children's Short Dresses, made of lawn, yoke and skirt trimmed with lace inserting; sizes 6 months, 1 and 2 years, at 79c.

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34th to 35th St.

These Are the Biggest Values in Lace Curtains We Have Ever Been Able to Offer

Third Floor

We sometimes tell the "why" of a bargain—tell it in few words. For example, the manufacturer made too many—or sold too few—of these Lace Curtains. We got them. They are Renaissance Lace, white and Arabian colors; some with solid borders; others finished with lace inserting and edging. Two to thirty pairs of a pattern.

\$3.96 pr. for \$6.00 Renaissance Curtains

\$4.49 pr. for \$7.50 Renaissance Curtains

\$4.96 pr. for \$8.50 Renaissance Curtains

\$5.49 pr. for \$9.50 Renaissance Curtains

\$5.96 pr. for \$10.00 Renaissance Curtains

\$6.49 pr. for \$11.50 Renaissance Curtains

\$6.96 pr. for \$12.50 Renaissance Curtains

The General Sale of Furnishings for the Home Gives Special Impulse To These Oriental Rugs

3d Fl.

There is no better way to learn how to buy Oriental Rugs economically than to understand how we sell them.

If you know how we sell clothespins, kettles, tapes, tacks, gingham, hooks and eyes, you know how well we sell Oriental Rugs. The basic principle is the same. We buy them direct as low as we can for cash—we sell them direct as low as we can for cash. Test our claims by these:

Turkish Bagdad Carpets

The designs are characteristic—light, delicate tints. A few medallion effects in deep, dark reds and blues. Compared to what others charge, these prices are remarkable.

\$39.86 \$68.50 \$79.50

6 x 9 ft. average 8 x 11 ft. average 9 ft. x 12 ft. average

One hundred and fifty fine Carabaghs, Beloochistans and Rugs from Thibet, \$9.89

About one hundred fine Kazakjas and Shirvans in choice designs, \$12.48

India Rugs—Richest Qualities

We have one hundred specimens of beautiful India Rugs that will be sold at exceedingly low prices—scarcely above actual cost of importation.

\$79.50 \$98.50 \$98.50 \$124.00 \$156.00 \$178.00

Sizes about 8 x 10 ft. Sizes about 9 x 12 ft. Sizes about 10½ x 14½ ft.

August Blanket Sale

Basement

Wool-and-Cotton Blankets—with very slight mill imperfections—the border not quite true—a thread awry—perhaps flecked with an oil spot—not one of them tears a REAL defect. But the prices are a third less than Blankets of their class usually cost. Some are cut and bound separately.

Size 60x80 inches, worth \$2.50; our price \$1.94

Size 60x80 inches, worth \$2.75; our price \$2.13

Size 60x80 inches, worth \$4.00; our price \$3.19

Size 70x80 inches, worth \$5.00; our price \$3.94

Size 70x80 inches, worth \$5.50; our price \$4.24

All-Wool 72x84 in.; worth \$6.50; our price, \$4.24

"Red Star" California Blankets, made by one of the best mills in America; damask borders, in pink, blue, red and yellow; bound with silk.

Worth \$8.00; special at \$6.59 60x84 inches

Worth \$10.00; special at \$7.84 72x84 inches

Worth \$11.00; special at \$9.34 80x90 inches

All-Wool California Plaid Blankets, attractive color combinations, fancy edge.

Worth \$5.00; special at \$3.13 60x80 inches